




LISTENING  **59** Watch or listen to two students talking about the advertising techniques (a–d) in 5. Put the techniques in the order that they are mentioned.

happy and exciting music.
an expert, for example a doctor or dentist.
a famous person.
a happy family.

- 1.
- 2.
- 3.
- 4.

Watch again. According to the students, which technique ...

	happy and exciting music	an expert, for example a doctor or dentist	a famous person	a happy family
works because it makes you feel happy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works for sports fans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works because we believe the person in the advert?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
often sells things like cars?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
works because you want to be like the people in the advert?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
often sells health and beauty products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>